

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january

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january

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february

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NEW YORK 21, N. Y.



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 29, 1955</u>			
Beginning Friday April 29	TRANSITIONAL JUNIOR COTTON DRESSES "Flight Into Fall"--showing of transitional cotton dresses, designed by Miss Frances at continuous daily showings. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	HELEN WHITING, INC.	1407 BROADWAY SHOWROOM - 11TH FLOOR
Saturday April 30 7:00 P.M. Dinner- Dance	DINNER AND FASHION SHOW BY GRADUATES The Fashion Institute of Technology will hold a dinner-dance and fashion show. Tickets: \$5.00, available at door. Contact: Howard Lawrence, CH. 4-8532.	FASHION INSTITUTE OF TECHNOLOGY	HENRY HUDSON HOTEL TUDOR ROOM
April 30- May 15	SEMI-ANNUAL COSTUME JEWELRY SHOW AT HOTEL MARTINIQUE. (April 30-May 15). Contact: LO. 4-0576.		

### WEEK BEGINNING SUNDAY, MAY 1, 1955

Sunday May 1- May 2 4:00 P.M.	SHOWING OF FALL AND WINTER SHOES "Passport to Shoe Fashions"--preview of shoe fashions for Fall and Winter, sponsored by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores. Co-Managers: Edward Atkins and Maxwell Fields, MU. 2-8704. By invitation. Publicity and Production: Doris Weston, PL. 9-5844.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER BALLROOM
May 1- May 7	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Monday May 2- May 4 10:30 A.M.; 3:00 P.M.	PREVIEW OF "FOOTWEAR FOR MODERN LIVING" Oomphies will preview their collection of back-to-school and pre-holiday "footwear for modern living" on May 2, 3, 4 at 10:30 and 3:00. By invitation only. Contact: Pat Kannon, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SUITE 7720
Monday May 2 1:00 P.M. Buffet	INTRODUCTION OF SUB-TEEN FASHIONS Premiere of a complete sub-teen collection of dresses, sportswear, separates for back-to-school. By invitation. Contact: Shirley Konheim, PE. 6-7980.	CONNIE SAGE, INC.	1400 BROADWAY SHOWROOM - 32ND FLOOR
Monday May 2- May 7	MACY'S ANNUAL SPRING FLOWER SHOW Macy's flower display of 38 giant azalea bushes, roses, tulips, giant pink rhododendrons and orchids; including 10 giant flower-filled chandeliers suspended from the ceiling on the first floor. Also, showing of Japanese bushes and trees and rare antiques. Publicity: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	FLOORS 1, 2, 8



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 2	OPENING OF JUNIOR SEPARATES COLLECTION Showing of "City Squire Tweeds"--transitional cotton separates for juniors, designed by Stella Landre. Contact: Mary Balabus, LO. 4-5537.	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 7TH FLOOR
Tuesday May 3- May 4	LA MODE BUTTONS FALL COLLECTION La Mode back-to-school button fair, featuring date dresses, boutique and home accessories. By invitation only. Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.	B. BLUMENTHAL & CO. (1372 BROADWAY)	HOTEL PLAZA SUITE 657
Tuesday May 3 10:30 A.M.	OPENING OF FALL SUIT COLLECTION Showing of Handmacher-Vogel's suit collection each Tuesday (until June 2) at 10:30 A.M. Contact: LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 3 10:30 A.M. 4:00 P.M.	PREVIEW OF GOYA-- DRAWINGS & PRINTS Press preview of Goya's drawings and prints from the Prado and Lazaro Galdiano museums in Madrid and The National Gallery of Art in Washington. Members' preview Tues., May 3 from 8:00 P.M. to 11:00 P.M. Exhibition from May 4 - May 30. Publicity: Floyd Rogers, TR. 9-5500.	THE METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET
Tuesday May 3 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable's Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publ.: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday May 3	TRANSITIONAL COTTON SEPARATES Summer-into-Fall transitional cotton separates. Contact: Elliot Turgen, WI. 7-8448.	TWEEN JANE, INC.	1375 BROADWAY SHOWROOM - 9TH FLOOR
Wednesday May 4 10:00 A.M.	MILLINERY FASHIONS AT RACE TRACK Fiftieth anniversary of Belmont opening, with presentation of Summer hats by leading milliners. Fashion shows at Turf and Field Club at 12:30 P.M.; and at Club House at 1:00 P.M. Transportation for press at 10:00 A.M.; by invitation. Contact: Jennie Iorio or Babs Vierhaus, LO. 4-7800.	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.
Wednesday May 4 12:00 Noon Luncheon	PREVIEW OF ORLLEGRO-- MAN-MADE FUR Press preview of Orllegro (man-made fur) Fall coat fashions by leading American designers. By invitation only. Publicity: Don Degnan Associates, 155 West 46th St., CO. 5-7734. Trade luncheon at Baroque Room of Hotel Plaza, Thursday, May 5 at 12:30 P.M.--contact: Miss Lee Ballard, at Princeton Knitting, OX. 5-0730.	UNION CARBIDE; DuPONT; PRINCETON KNITTING	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Wednesday May 4	OPENING OF FALL DRESS COLLECTION "What's Really New?--The Answer!"--Mignon will present Fall dressy afternoon and cocktail dresses at continuous daily showings (to be delivered Aug. 31 complete). Contact: Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday May 4	OPENING: SWEATERS AND KNITTED SUITS "Sweater Serenade" and knitted suit fashions by Sidney Gould at continuous daily showings. Publicity: Ken R. Williams, 124 W. 55th St., JU. 6-8217.	SIDNEY GOULD LTD.	1384 BROADWAY SHOWROOM - 14TH FLOOR
Thursday May 5 9:30 A.M. Breakfast	PRESS PREVIEW: "MACY'S BY THE SEA" Preview of bathing suits and active sportswear. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday May 6 5:45 P.M. Champagne	WOOL FASHIONS AT CHICAGO CONVENTION The Wool Bureau will present light-weight fashions for Spring-into-Summer at the national convention of American Women in Radio and Television. By invitation only. Contact: Betty Tanner at The Wool Bureau, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	DRAKE HOTEL CHICAGO, ILLINOIS
Sunday May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets." Contact: Arthur Freelan, 430 Park Avenue, PL. 1-3500.		
Monday May 9 12:30 P.M.; 6:00 P.M.	SHOWING OF COTTONS BY KAY WINDSOR Saks 34th will present Summer cottons by Kay Windsor. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR SUIT DEPT.
Monday May 9 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Russeks' presentation of Summer fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 10 9:00 A.M. Breakfast	PREVIEW OF GIRLS' DRESSES FOR FALL Fall collection of back-to-school "Marjery Daw" dresses for girls, designed by Gertrude Schenk. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	SCHLEIFFER-DUDKIN, INC. (520 EIGHTH AVENUE)	1407 CLUB 1407 BROADWAY
Tuesday May 10 9:30 A.M. Breakfast	PRESS PREVIEW OF "COTTON COLONY" Preview for the press of Macy's cotton fashions for Summer. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Tuesday May 10 2:30 P.M.	OPENING OF FALL COAT COLLECTION Showing of Sportleigh's Fall coat collection each Tuesday at 2:30 P.M. Contact: LO. 4-7832.	SPORTLEIGH	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 11 11:00 A.M.	PRESS PREVIEW: FALL FABRICS AND SWEATERS Fall and Winter woollens from the Lesur collection; and sweaters by Korrigan Lesur. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	LESUR, INC.	580 FIFTH AVENUE SHOWROOM - 7TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 11 12:00 Noon Luncheon	CHILDREN'S FASHION & HOME FURNISHINGS SHOW Subject: "Seven New Prospects Are Born Every Minute". Speaker: Mrs. Frances Corey, Sr. Vice-Pres., Advertising & Sales Promotion at R. H. Macy. Fashion Show Commentator: Mrs. Beryl Tucker, Parents' Magazine. Chairmen: Home Furnishings: Jane Scriven and Margaret Hockaday; Children's: Nancy White. Exhibit & staging: Walter Hazeltine. Prices: \$6.00, members; \$7.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday May 11 4:00 P.M.- 7:00 P.M.	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden will invite the beauty press to her annual "Blue Grass" cocktail party. By invitation. Publ: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
Wednesday May 11 8:30 P.M.	THIRTY-FIFTH ANNUAL BENEFIT FASHION SHOW Summer fashions by The Couture Group of the N.Y. Dress Institute. Director: Eleanor Lambert. Tickets: \$1.50-\$12.50. Contact: CI. 5-7400.	GUSTAVE HARTMAN HOME FOR CHILDREN	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Thursday May 12 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTIONS Georgia Kay of California will invite the buying offices to preview their Fall collection of active sportswear and separates. <u>Showing at 9:30 A.M.</u> By invitation only. Publ: Gloria Gelfand at Georgia Kay, WI. 7-0286.	GEORGIA KAY OF CALIFORNIA	1407 CLUB 1407 BROADWAY
Thursday May 12 12:00 Noon Luncheon	SCHOLARSHIP AWARDS AT LUNCHEON MEETING Subject: "How To Think Creatively In Your Job". Speaker: Dieran Donchian, BED&O. Co-Chmn: Mary Brooks Picken and Louise Nickerson. Prices: \$4.50, members; \$5.00, non-members. Contact: Josephine M. Brush, MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Beginning Thursday May 12 2:30 P.M.	OPENING OF FALL BRIDAL COLLECTION Fall bridal collection, designed by Gaston Mallet, at 2:30 P.M. daily. ( <u>Note Change of Date</u> ). Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday May 12 3:00 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Fashion Chromatics"--presented by students, featuring clothes by Ohrbach's. Invitations on request. Contact: Frieda Curtis, CH. 4-5288.	LABORATORY INST. OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
May 14- May 21	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Betty Fryman, 220 Fifth Ave., LE. 2-3960.		
Monday May 16 12:00 Noon Luncheon	EIGHTEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present the Eighteenth Annual Awards Luncheon. Price: \$6.50. Public Relations: Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: SEPARATES & SPORTSWEAR FOR FALL Fall collection of separates and sportswear for "college, town and country" designed by Pembroke Squires and Frank Smith. <u>Showing at 9:30 A.M.</u> By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 17 9:30 A.M. And 3:30 P.M.	PREVIEW: WOMEN'S FALL LINGERIE, SLEEPWEAR Munsingwear will present Fall lingerie and sleepwear for women at two show- ings: <u>press breakfast</u> at 9:30 A.M.; <u>resident buyers</u> at 3:30 P.M. By invitation. Contact: Rona Monell at Munsingwear, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM
Tuesday May 17 12:00 Noon Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Tuesday May 17 3:30 P.M.- 5:30 P.M. Cocktails	PRESS SHOWING OF MARTEX TOWELS Wellington Sears will invite the press to preview their new line of Martex towels. By invitation only. Publicity: Judith Mortenson, at Ellington & Co., 535 Fifth Ave., MU. 7-4300.	WELLINGTON SEARS CO. INC.	CAFE NICHOLSON 323 E. 58TH STREET
Tuesday May 17 3:30 P.M.; 9:00 P.M.	ANNUAL FASHION COLLECTION Admission by tickot only. Prices: \$1.50, afternoon; \$2.00, evening. Contact: Dell Patrick, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Tuesday May 17 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Tuesday May 17	OPENING OF FALL COLLECTION Showing of Sportwhirl's Fall collection of separates and casual dresses, designed by Jeanne Campbell, at continuous daily showings. Contact: Chyna Lamonte, LO. 5-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 18 9:30 A.M. Breakfast	FALL COTTON PRESS PREVIEW "Seasoned by Skillman"--a group of "Twenty Degree Cottons" by Hope Skillman will be presented to the press. By invitation. Contact: Marti Hopf, CH. 4-8109.	SKILLMILL, INC.	1407 BROADWAY SHOWROOM - 29TH FLOOR
Wednesday May 18 4:00 P.M.	PREVIEW OF FALL COATS & SUITS Presentation of Fall coat and suit collection, styled by John Derro. By invitation only. Contact: Mrs. Sylvia Bernstein, LA. 4-9616.	GOLDBERG-WEISSMAN, INC. (530 SEVENTH AVENUE)	SHERRY NETHERLAND CRYSTAL ROOM
Thursday May 19 9:00 A.M. Breakfast	PREVIEW: INFANTS' & CHILDREN'S FASHIONS The William Carter Company will invite the press to preview their infants' and children's fashions for Fall and Winter. <u>Showing at 9:30 A.M.</u> By invitation only. Publ.: Lois Gifford, BBD&O, 383 Madison Ave., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will invite the press to preview his Fall coat and suit collec- tion. By invitation only. Trade showings by appointment only, at 10:00 A.M., June 7, 8, 9, 14, 15, 16, 21, 22, 23. Publ.: Sally McKay, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 12:15 P.M. Luncheon	PRESS PREVIEW: FALL CORDUROY COLLECTION "City Girl - Country Girl"--Cone Mills presents their Fall corduroy collection. By invitation only. Cone Mills Contact: Jane Clarke, WO. 6-3300. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	CONE MILLS, INC. (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday May 24 3:00 P.M. Champagne	PREVIEW OF FALL SKIRTS & SEPARATES Leyton's Fall collection of skirts and coordinates, designed by Jean Mersel, will be presented to press and buying offices. By invitation only. Contact: Ethel Barlow, PE. 6-2515.	LEYTON SPORTSWEAR, INC. 1384 BROADWAY	SHOWROOM - 16TH FLOOR
Wednesday May 25 11:00 A.M. Aperitif	PRESS PREVIEW: FURS BY HUBERT DE GIVENCHY A preview of Hubert de Givenchy's Fall and Winter fur collection, designed for John F. Morris in New York. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	JOHN F. MORRIS	HOTEL PLAZA STATE SUITE
Wednesday May 25 12:30 P.M. Luncheon	PARIS IMPORT FASHIONS BY TRICOSA Formal showing of suits, dresses, sweaters and separates by Tricosa of Paris, imported by Feder Fashions. Sponsored by M. Henri Beaujard, commercial counselor of France. By invitation only for press and buyers. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	FEDER FASHIONS (16 EAST 52ND ST.)	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday May 25 3:00 P.M. Champagne	PREVIEW OF FALL SPORTSWEAR Hand-tailored sportswear, skirts and coordinates, designed by Ruth Ramos. By invitation. Publicity: Ken Williams, 124 W. 55th St., JU. 6-8217.	TUDOR SQUARE SPORTSWEAR, INC.	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 25 4:00 P.M. Cocktails	PREVIEW OF COCKTAIL FASHIONS FROM ITALY Afternoon and evening fashions, designed by Italian couturieres Sorelle Steiner of Milan. By invitation only. Publicity: Donna Cannon, MU.7-5447.	SORELLE STEINER OF MILAN	HOTEL PLAZA WHITE & GOLD SUITE
Thursday May 26 12:00 Noon Luncheon	PREVIEW OF FALL COLLECTION Preview of Nelly de Grab's Fall collection. By invitation only. Trade showing from Tues., May 31, at their showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday May 26 4:00 P.M. Cocktails	PREVIEW: FALL DRESS COLLECTION David Crystal will present their Fall dress collection. (Note Change of Place.) By invitation. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE 23RD FLOOR
Tuesday May 31 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Elfreda's Fall collection, designed by Andrew Woods, will be presented to the press. By invitation only. <u>Daily trade showings from June 7 at 1:00 P.M.</u> Contact: Marilyn Carroll or Joe Arnone, CH. 4-2659.	ELDREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday June 1 8:45 A.M.	FALL FASHIONS FROM AUGUST ISSUE Presentation of Fall fashions from the August issue. Admission by ticket for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. AT 51ST ST.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 1 3:00 P.M.	PREVIEW OF JUNIOR FALL COLLECTION Fall collection of junior fashions at a preview for press and buying offices. By invitation. <u>Trade showing beginning Tues., June 7 at 10:30 and 3:00.</u> Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 1 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview for the press of the Pierre Balmain collection for Fall-Winter 1955. <u>Trade showings June 8, 9, 10, 13, 15, 17 at 10:30 A.M.</u> By invita- tion only. Contact: Dorothy Smith, CH. 4-2659.	PIERRE BALMAIN, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 2 9:00 A.M. Breakfast	BONNIE CASHIN DESIGNS AT BREAKFAST PREVIEW Preview of Bonnie Cashin's Fall leather collection for Philip Sills; and Fall coats and suits for Siggy. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS; SIGGY COATS	HOTEL PIERRE BALLROOM
Thursday June 2 10:30 A.M. And 11:30 A.M.	PRESS PREVIEWS OF FALL COLLECTIONS Fall dresses, suits and ensembles by <u>Leonard Arkin at 10:30 A.M.</u> ---trade at 10:30 and 3:30, from June 6; <u>Andrew Arkin at 11:30 A.M.</u> ---trade at 11:30 and 2:30, from June 6. Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 2 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade showings beginning Tuesday, June 7 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 2 2:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Preview showing for resident buyers and the press of the Fall collection of Abe Schrader dresses, suits and ensembles, designed by Belle Saunders. By invitation only. <u>Trade showings beginning Tues., June 7 at 11:30 A.M. and 3:30 P.M.</u> Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday June 2 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Preview for press and resident buyers of the Hayette Junior collection for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE JUNIORS	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday June 2 4:00 P.M.- 6:00 P.M. Cocktails	HAIR FASHION SHOW-- PREMIERE FOR PRESS The American Hair Design Institute presents its new fashion wing, "Coiffures Americana," for department store beauty salons in 50 cities. Hair-styling fashion show and demonstration by Ruel, Style Director. By invitation only. Publ.: Barkann & Platt, 57 W. 57th St., PL. 5-8252.	AMERICAN HAIR DESIGN INSTITUTE	WALDORF-ASTORIA JANSEN SUITE
Thursday June 2 4:00 P.M.- 8:00 P.M. Cocktails	LADY HATHAWAY SHIRTS BY DIGBY MORTON Designs by Digby Morton of Lady Hathaway shirts and Custom Craft skirts will be on display at a cocktail party for fashion coordinators and press. By invitation only. Publicity: Janet Laib at Hathaway, MU. 9-4157.	C. F. HATHAWAY CO.	HATHAWAY HOUSE 112 EAST 40TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 3 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Preview for the press of Revillon's new fur collection. By invitation only. Contact: Mr. W. C. Paige, PL. 9-5504. Trade showings daily thereafter by appointment. Contact: LO. 5-5832.	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

Monday June 6 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL The Wool Bureau will present a press showing of wool fabrics for Fall 1955, featuring wool colors, textures and weights of key importance for the com- ing season. By invitation. Contact: Betty Tanner, PL. 7-5092. On <u>June 7, 8</u> <u>9, 10, from 8:30 A.M. to 6:00 P.M.,</u> show open to buyers, fashion coordina- tors and merchandise managers. Contact: Toni Robin, PL. 7-5092.	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"
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OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday June 6	ADLER & ADLER, INC. . . . . DAVIDOW . . . . . DAVID M. GOODSTEIN, INC. . . . . KANE-WEILL . . . . . ZOLTAN-ROSENBERG CO. . . . . SPORT-CRAFT, INC. . . . . STAR-MAID DRESSES . . . . .	550 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 498 Seventh Avenue. . . . . 498 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 498 Seventh Avenue. . . . .	BR. 9-9600 PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724 PE. 6-0444
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Beginning Monday June 6	OPENING: FALL COAT & SUIT COLLECTION Max Milstein's Fall collection at continuous showings. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
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Beginning Monday June 6	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERLIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES INTERNATIONAL DRESS CO. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. BEN REIG, INC. RUDOLF GOWNS	MANUFACTURERS' SHOWROOMS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.			

Tuesday June 7 8:45 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE Presentation of Fall fashions from the September issue. Admission by ticket only, for promotional tie-in stores. Contact: PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
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Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview for the press of Christian Dior-New York collection for Fall. Trade opening at 2:30; showing for trade at 2:30 P.M. on June 9, 14, 15, and 17. By invitation only. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
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Tuesday June 7 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller's Fall collection of casual dresses and ensembles for press and buyers. By invitation only. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 3:30 P.M.	NINETEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" preview of back-to-school fashions from the August College issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Special Projects Department, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Tuesday June 7 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION Heatherlane will preview their Fall collection, designed by Melba Hobson, in regular and junior sizes. By invitation only. <u>Trade showings daily from June 8.</u> Contact: WI. 7-5285. Publ: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Tuesday June 7 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1955 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 7 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections will be presented to the press. By invitation. Trade at 10:30 A.M.,-June 8, 10, 14, 16. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions, shown daily. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Wednesday June 8 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow will present his Fall collection of couture coats and suits to press and buyers. By invitation only. Trade showings daily thereafter at 10:30 A.M. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Plattry Country Wear will present Greta Plattry's Fall collection of separates and sportswear. By invitation. Publ: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday June 9 12:30 P.M. Luncheon	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M. By invitation only. Publicity: Marian C. Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 13 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FUR COLLECTION Preview of Christian Dior's Fall fur collection. By invitation. Contact: LO. 4-4980.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM



MOVIES...MUSIC...THEATRE...OPERA

- Beginning Tuesday May 3-May 15  
 OPENING: AMERICAN DANCE ANTA THEATRE, 245 WEST 52ND ST.  
 The B. de Rothschild Foundation will present two weeks of contemporary dance. Featuring: Martha Graham & Co. with Pearl Lang, Jose Limon & Co. with Pauline Koner, John Butler Dance Theatre, Valerie Bettis and guest artists. Publicity: Isadora Bennett, EL. 5-4147.
- Beginning Wednesday May 4-May 15  
 OPENING: "SOUTH PACIFIC" N.Y. CITY CENTER, 131 WEST 55TH ST.  
 Second of three musicals. Featuring: Richard Collett, Sandra Deel, Henry Slate, Sylvia Syms, Martin Wolfson, Herb Banke. Music & Lyrics: Richard Rodgers and Oscar Hammerstein II. Book by Joshua Logan and Mr. Hammerstein. Director: Charles Atkin. Scenery: Jo Mielziner. Costumes: Motley. Prices: \$3.60-\$1.50. Publicity: Abner Klipstein, CH. 4-7250.
- Thursday May 5  
 PREMIERE: "INTERRUPTED MELODY" (Movie) MUSIC HALL, 6TH AVE. & 50TH ST.  
 M-G-M CinemaScope-Eastman Color production of the life of the operatic star, Marjorie Lawrence. Starring: Eleanor Parker and Glenn Ford. Producer: Jack Cummings. Director: Curtis Bernhardt. Costumes: Helen Rose. (Note Change of Date). M-G-M Publicity: Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Thursday May 5 8:30 P.M.  
 PREMIERE: "DADDY LONG LEGS" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.  
 Twentieth Century Fox CinemaScope-DeLuxe Color musical comedy starring Fred Astaire and Leslie Caron. Producer: Samuel G. Engel. Director: Jean Negulesco. Costume direction: Charles Le Maire. Premiere for benefit of March of Dimes. Tickets: \$5.00, \$10.00, \$25.00 -- contact: CO. 5-7460. Publicity: Bob Fleisher, CO. 5-3320.
- Thursday May 5  
 OPENING: "DAMN YANKEES" 46TH STREET THEATRE, 226 WEST 46TH ST.  
 Frederick Brisson, Robert E. Griffith, Harold S. Prince (in association with Albert B. Taylor) will present a new musical starring Gwen Verdon, Stephen Douglass with Ray Walston (based on the novel-"The Year the Yankees Lost the Pennant"-by Douglass Wallop.) Director: George Abbott. Music & Lyrics: Richard Adler & Jerry Ross. Choreography: Bob Fosse. Scenery & costumes: William & Jean Eckart. Publ.: Reuben Rabinovitch, LA. 4-1839.
- Wednesday May 11  
 PREMIERE: "THE PRODIGAL" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.  
 M-G-M CinemaScope - Eastman Color starring Lana Turner and Edmund Purdom adapted from the Biblical story of a man's temptations and his restoration of faith. Featuring: Louis Calhern, Andrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher. Director: Richard Thorpe. Producer: Charles Schnee. Costumes: Herschel McCoy. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.
- Thursday May 19  
 OPENING: "ONCE UPON A TAILOR" THEATRE TO BE ANNOUNCED  
 Playwrights Co. will present a new comedy by Baruch Lunet, starring Oscar Karlweis with Jennie Goldstein. Publicity: Bernard Simon, CI. 5-7294.
- Thursday May 26  
 OPENING: "SEVENTH HEAVEN" ANTA THEATRE, B'WAY & 52ND ST.  
 Gant Gaither and William Bacher will present Gloria De Haven, Richardo Montalban, Kurt Kasznar in a new musical comedy by Victor Wolfson and Stella Unger. Featuring: Robert Clary, Fifi D'Orsay. Director: John C. Wilson. Music: Victor Young. Scenery & costumes: Vertes. Lighting: Feder. Choreography: Peter Gennaro. Publicity: David Lipsky, CH. 4-5185.